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ABSTRACT

This paper discusses a class project in which a broadcast education professor's students at Southern Arkansas University produced campus news stories for the local NBC affiliate--the affiliate ran the stories once a week on their newscasts. The paper begins with a short explanation of course requirements for Advanced Electronic News Gathering and how news stories are selected and reported. The paper continues with an edited videotape consisting of news stories recently produced and aired, followed by scripts of productions. Some of the scripts reproduced in the paper contain news stories about homecoming, non-traditional students, residence hall life, the business school, the political affairs club, and agriculture students and cattle ranching. The paper notes that in the course special attention is paid to video editing by phrase or complete sentence; writing in a conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that "stand-ups" further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves. (NKA)

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Texas Association of Broadcast Educators Conference
February 28-29, 1992
Dallas, Texas

"Producing University Television News Reports
for a Network Affiliate."

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In 1990, I reached an agreement with the NBC affiliate near my institution to broadcast campus news stories on its newscasts once a week. Students in my Advanced Electronic News Gathering course are responsible for producing these reports, and I as executive producer critique them and suggest changes if necessary. These reports consist of hard and feature news events taking place at the university.

This intensive hands-on experience runs the gamut of news gathering and editing procedures students can expect to encounter in entry-level news reporting positions. They use industrial Super-VHS equipment in the production process and transfer completed stories to 3/4 inch videotape for broadcast by the NBC affiliate.

The program will begin with a short explanation of course requirements and how news stories are selected and reported. This will be followed by an edited videotape consisting of news stories recently produced and aired. Scripts of productions follow this page. VHS videotapes of these and other student-produced reports are available upon request.

Of significance to broadcast educators are the methods by which agreements can be reached with stations to air college news reports on stations serving communities adjacent to their institutions. In addition, special attention will be paid to: video editing by phrase or complete sentence; writing in a

conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that stand-ups further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves.

HOMEcoming 1991
REPORTER: CHARLES PEARCE
TIME: 1:42

VIDEO

AUDIO

(MS, ALUMNI IN BRUCE CENTER)

(NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
A VARIETY OF EVENTS HIGHLIGHTED
HOMEcoming FESTIVITIES AT SOUTHERN
ARKANSAS UNIVERSITY.

(CU, SIGN/PAN RIGHT)

(NATURAL SOUND UNDER)
REUNIONS WERE HELD FOR THE CLASSES OF
1951, '66, AND '81.

(MS, TABLE SETTINGS)

(NATURAL SOUND UNDER)
AN ALUMNI LUNCHEON AND ANNUAL MEETING
WAS HELD IN THE BRUCE CENTER.

(MS, SMITH AT TABLE)

(NATURAL SOUND UNDER)
THE OLDEST OF THE ALUMNI ATTENDING WAS
ODESSA SMITH, A 1919 GRADUATE OF
MAGNOLIA A & M.

(MCU, CORSAGE)

(NATURAL SOUND UNDER)
WEARING CORSAGES FOR IDENTIFICATION,
THREE DISTINGUISHED ALUMNI WERE HONORED
FOR EXCELLENCE IN THEIR PROFESSIONS.

(CU, KELLY)

CG: LOIS GEAN KELLY
MAGNOLIA BUSINESSWOMAN

(LOIS GEAN KELLY)
IN: "THE SCHOOL HAS MEANT..."
OUT: "...DIDN'T EXIST LONG AGO."

(MS, NORRIS)

(NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
DR. DAVID NORRIS IS STUDENT AFFAIRS
VICE PRESIDENT AT SOUTHEASTERN OKLAHOMA
UNIVERSITY.

(CU, NORRIS)

(DAVID NORRIS)
IN: "IT'S AN HONOR..."
OUT: "...PEOPLE THEY EVEN PICK."

(MS, COUCH WITH ALUMNI)

(NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
DISTINGUISHED ALUMNUS DR. RUTH COUCH WAS
THE FIRST FACULTY MEMBER TO ACHIEVE FULL
PROFESSOR STATUS AT ARKANSAS STATE
UNIVERSITY-BEEBE.

HOMEcoming 1991
REPORTER: CHARLES PEARCE
PAGE 2

VIDEO

(CU, COUCH)

(MS, PEARCE)
CG: CHARLES PEARCE
SAU-MAGNOLIA

(MS, CEREMONY)

(WS, HONOR WALL)

(MS, BAPTIST CENTER SIGN)

(MS, ALUMNI REUNION)

AUDIO

(RUTH COUCH)
IN: "I SIMPLY NEVER IMAGINED..."
OUT: "...PEOPLE HERE TOOK WITH ME."

(REPORTER CHARLES PEARCE)
ALL THE DISTINGUISHED ALUMNI HAD MANY
DIFFERENT THINGS TO SAY ABOUT THEIR
AWARD AND SAU. THE ONE THING THEY
AGREED ON WAS THAT SAU HAS MADE GREAT
STRIDES SINCE THEY WERE ATTENDING.

A HOMEcoming CEREMONY WAS HELD FOR
ADDITIONS TO THE SAU HONOR WALL,

NOW REPRESENTING 333 COMPLETED
ENDOWMENTS.

THESE ACTIVITIES HELPED PAST AND PRESENT
STUDENTS SHARE THE SPIRIT OF THEIR
INSTITUTION.

(NATURAL SOUND UNDER)
THIS IS CHARLES PEARCE REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

THE SAU FARM
REPORTER: LEESA RICE
TIME: 2:07

VIDEO

AUDIO

(WS, CHICKEN HOUSES)

(NATURAL SOUND UNDER)
(REPORTER LEESA RICE)
THE SAU FARM, LOCATED ON THE SOUTHERN
ARKANSAS UNIVERSITY CAMPUS IN
MAGNOLIA, IS AN IMPORTANT PART OF
AGRIBUSINESS IN THE ARK-LA-TEX.

(WS, FARM BUILDINGS)

WHEN THE SCHOOL WAS ESTABLISHED IN 1909,
IT WAS NAMED STATE AGRICULTURAL AND
MECHANICAL COLLEGE.

(MS, CATTLE)

THE FARM ORIGINATED ALONG WITH THE
SCHOOL.

(WS, BACKHOE LOADING TRUCK)

IN THE 83-YEAR HISTORY OF THE FARM, IT
HAS GROWN TO ACCOMMODATE MORE PRODUCTION
AND MORE STUDENTS.

(WS, FARMLAND)

THE SAU FARM ENCOMPASSES 630 ACRES,

(MCU, CHICKENS)

AND HOUSES CHICKENS,

(CU, BEEF CALF)

BEEF CATTLE,

(WS, DAIRY CATTLE)

DAIRY CATTLE,

(WS, HOGS)

HOGS,

(WS, SHEEP)

AND SHEEP.

(CU, EGGS)

IT PRODUCES VARIOUS PRODUCTS THAT SERVE
BOTH SAU AND THE COMMUNITY.

(CU, SIGN)

CON-AGRA BROILER COMPANY OF EL DORADO IS
CONTRACTED THROUGH THE FARM TO BUY
BROILER CHICKENS.

(MS, MILK MACHINES)

(NATURAL SOUND UNDER)
THE MILK IS SOLD TO CENTRAL ARKANSAS
MILK PRODUCERS OF LITTLE ROCK.

(MCU, PORTERFIELD)
CG: LEWIS PORTERFIELD
SAU FARM FOREMAN

(LEWIS PORTERFIELD)
IN: "BUT WE ARE A STATE..."
OUT: "...BACK TO THE STATE."

THE SAU FARM
REPORTER: LEESA RICE
PAGE 2

VIDEO

AUDIO

(MS, FARM WORKER USING TORCH)

(REPORTER LEESA RICE)
THE SAU FARM EMPLOYS MORE THAN 40
STUDENTS.

(WS, FARM WORK/PAN RIGHT)

(NATURAL SOUND UNDER)
THESE WORKERS PROVIDE FOR THE DAILY
UPKEEP ON THE FARM.

(MCU, PIGS)

(NATURAL SOUND UNDER)
IN ADDITION TO THE PRODUCTS AND SERVICES
PROVIDED BY THE SAU FARM,

(MS, RESEARCH PROJECT)

STUDENTS AND FACULTY ARE ALSO INVOLVED
IN RESEARCH.

(MS, ROGERS)
CG: DAN ROGERS
SAU AG STUDENT

(DAN ROGERS)
IN: "ON THE ANIMAL WASTE..."
OUT: "...LEFT IN THIS DIGESTER."

(WS, CLASSROOM)

(REPORTER LEESA RICE)
THESE RESEARCH METHODS PROVIDE
AGRICULTURE STUDENTS WITH KNOWLEDGE THAT
MAY SOMEDAY AID THEM IN THEIR CAREERS.

(WS, CHILDS HALL)

STUDENT ENROLLMENT IN AGRICULTURE IS
INCREASING.

(MS, AG STUDENTS)

MANY OF THESE STUDENTS WORK ON THE SAU
FARM TO SUPPORT THEMSELVES THROUGH
COLLEGE.

(MS, RICE)
CG: LEESA RICE
SOUTHERN ARKANSAS UNIVERSITY

THE SOUTHERN ARKANSAS UNIVERSITY FARM
OFFERS EXPERIENCE TO STUDENTS OF SAU AS
WELL AS PROVIDING A SERVICE FOR THE
COMMUNITY. THE FARM EMPLOYS STUDENTS
WHO ARE MAJORING IN AGRICULTURE OR WHO
ARE INTERESTED IN FARMING.

(MS, STUDENT WITH PROFESSOR)

AGRICULTURAL STUDENTS ARE GETTING THE
BENEFIT OF TRAINING AS THE STATE AND
COMMUNITY RECEIVE BETTER FARMERS.

(WS, BROILER CHICKENS)

(NATURAL SOUND UNDER)
THIS IS LEESA RICE REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

RESIDENT HALL LIFE
REPORTER: ROBIN STEPHENS
TIME: 1:40

VIDEO

(WS, BRUCE CENTER)

(WS, GREEK WEEK)

(WS, GREENE HALL)

(TS, GREENE HALL SIGN)

(TS, HARROD HALL)

(TS, TALLEY HALL)

(TS, TALBOT HALL SIGN)

(WS, BUSSEY HALL)

(TS, NELSON HALL SIGN)

(WS, TALBOT HALL EAST WING)

(WS, NELSON HALL)

(WS, PRIVATE ROOM/PAN RIGHT)

(WS, GREENE HALL)

(MS, JEFF HOLCOMBE)
CG: JEFF HOLCOMBE
TALBOT HALL DIRECTOR

(MS, GIRL RUNNING)

(WS, WHEEL BARREL RACE/PAN RIGHT)

AUDIO

(NATURAL SOUND UNDER)
(REPORTER ROBIN STEPHENS)
THE BEGINNING OF THE 1991 SCHOOL
YEAR AT SOUTHERN ARKANSAS UNIVERSITY
BROUGHT A TREMENDOUS RISE IN STUDENT
ENROLLMENT.

868 OF THESE STUDENTS LIVE IN ON
CAMPUS HOUSING.

THE FRESHMEN ARE SET APART AND HOUSED
SEPARATELY.

THE FRESHMEN MALES ARE HOUSED IN
GREENE HALL,

WHILE THE FRESHMEN FEMALES ARE IN
HARROD HALL.

ALL UPPERCLASS MALES ARE HOUSED
EITHER IN TALLEY HALL,
OR IN TALBOT HALL.

THE UPPERCLASS FEMALES ARE HOUSED
IN BUSSEY HALL
OR IN NELSON HALL.

TALBOT HALL'S EAST WING IS RESERVED
FOR UPPERCLASS MALES WITH A GRADE
POINT AVERAGE OF 3.0.

NELSON HALL IS THE UPPERCLASS FEMALE
HONORS HALL.

EACH RESIDENT IS GIVEN A FREE PRIVATE
ROOM AND A REFRIGERATOR IN THESE
HONOR AREAS.

APART FROM THESE AREAS, STUDYING
COULD BE RATHER DIFFICULT.

(JEFF HOLCOMBE)
IN: "YEAH, NOISE IS A PROBLEM..."

OUT: "...IT ALWAYS FLUCTUATES."

RESIDENT HALL LIFE
REPORTER: ROBIN STEPHENS
PAGE 2

VIDEO

(WS, RESIDENT HALL LOBBY/PAN RIGHT)

(MS, GREG CONWAY)
CG: GREG CONWAY
GREENE HALL RESIDENT ASSISTANT

(MS, ROBIN STEPHENS)
CG: ROBIN STEPHENS
SAU-MAGNOLIA

(WS, SHOWER STALL)

(WS, GREEK WEEK)

AUDIO

(REPORTER ROBIN STEPHENS)
THE ADMINISTRATION OF SAU IS TRYING
TO MAKE CHANGES IN ITS IDEA OF
RESIDENT HALL LIFE.

(GREG CONWAY)
IN: "LAST YEAR..."
OUT: "...WITHIN THE HALLS."

(REPORTER ROBIN STEPHENS)
WITH THE REMODELING OF THE LOBBIES
AND THE CABLE HOOKUPS IN THE ROOMS,
THE ADMINISTRATION IS TRYING TO
MAKE THE HALLS A LIVING AND LEARNING
EXPERIENCE.

ALTHOUGH FEW RENOVATIONS HAVE BEEN
COMPLETED, MORE HAVE BEEN PLANNED
FOR LATER.

(NATURAL SOUND UNDER)
THIS IS ROBIN STEPHENS REPORTING
FROM SOUTHERN ARKANSAS UNIVERSITY.

ATHLETIC FEE
REPORTER: ROBERT MORRIS
TIME: 1:34

VIDEO

AUDIO

(MS, STUDENTS WALKING ON CAMPUS)

(NATURAL SOUND UNDER)
(REPORTER ROBERT MORRIS)
SOUTHERN ARKANSAS UNIVERSITY STUDENTS ARE
BEING CHARGED MORE TO ATTEND SCHOOL THIS
SEMESTER.

(CU, CHECK BEING WRITTEN)

ALONG WITH THE REGULAR INCREASE IN
TUITION,

(WS, FOOTBALL PRACTICE)

(NATURAL SOUND UNDER)
A FOUR DOLLAR PER CREDIT HOUR ATHLETIC
FEE IS BEING IMPOSED.

(WS, BASEBALL GAME)

(NATURAL SOUND UNDER)
THE ADDED FEE IS AN ATTEMPT TO RID THE
UNIVERSITY OF ITS DEFICIT IN THE
ATHLETIC DEPARTMENT.

(MS, ATHLETIC DIRECTOR)

ATHLETIC DIRECTOR W.T. WATSON EXPLAINS
WHAT THE FEE PRESENTLY COVERS.

(MS, WATSON)
CG: W.T. WATSON
SAU ATHLETIC DIRECTOR

(W.T. WATSON)
IN: "TRAVEL, COVERS THE..."
OUT: "...QUALITY ATHLETIC PROGRAM."

(WS, STUDENT DISCUSSION)

(REPORTER ROBERT MORRIS)
SOME STUDENTS FEEL THE FEE IS UNFAIR IN
LIGHT OF THE REGULAR TUITION INCREASE.

(MS, CARS)

ONE COMMUTER FEELS THE FEE COULD BE
COLLECTED IN A DIFFERENT MANNER.

(MS, COLEMAN)
CG: CHRIS COLEMAN
THEATRE MAJOR

(CHRIS COLEMAN)
IN: "SO WHAT I THINK..."
OUT: "...GAMES THAT ARE USELESS."

(WS, MORRIS)
CG: ROBERT MORRIS
SAU-MAGNOLIA

(REPORTER ROBERT MORRIS)
THERE IS A QUESTION IN THE AIR AS TO
HOW THE DECISION CAME ABOUT. MOST
STUDENTS THINK IT WAS HANDLED STRICTLY
BY THE BOARD OF TRUSTEES. BUT AS WE
FOUND OUT, IT CAME FROM AN ACT OF THE
STATE LEGISLATURE.

VIDEO

(WS, TENNIS PRACTICE)
CG: VOICE OF W.T. WATSON
(MS, STUDENTS WALKING)

(WS, BASEBALL SIGN)

(WS, ATHLETIC BUS)

(MS, BASEBALL GAME)

(WS, FOOTBALL KICKER)

AUDIO

(W.T. WATSON)
IN: "THE LEGISLATURE AS YOU..."
OUT: "...BEING TREATED AS IT IS."

(REPORTER ROBERT MORRIS)
THE ATHLETIC FEE IS EXPECTED TO GENERATE
ABOUT 260-THOUSAND DOLLARS FOR THE
PROGRAM.

IT'S NOT CLEAR EXACTLY WHAT
IMPROVEMENTS WILL BE MADE IN THE
ATHLETIC DEPARTMENT WHEN THE DEFICIT
IS CLEARED.

(NATURAL SOUND UNDER)
STUDENTS AND ATHLETES BOTH HOPE THE
RESULTS WILL BE POSITIVE.

(NATURAL SOUND UNDER)
THIS IS ROBERT MORRIS REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

BUSINESS SCHOOL
REPORTER: CHARLIE PEARCE
TIME: 1:49

VIDEO

AUDIO

(MS, PEACE HALL)

(NATURAL SOUND UNDER)
(REPORTER CHARLIE PEARCE)
THE SCHOOL OF BUSINESS AT SOUTHERN
ARKANSAS UNIVERSITY IN MAGNOLIA HAS
QUIETLY BECOME A NATIONALLY COMPETITIVE
PROGRAM.

(MS, AWARD CABINET)

ALREADY VIEWED BY MANY AS THE BEST IN
THE STATE,

(CU, PAPER)

THE SCHOOL CONTINUES TO GARNER COUNTLESS
AWARDS AT COMPETITIONS ACROSS THE
COUNTRY.

(MS, STUDENTS IN CLASS)

ACTIVITIES ARE FREQUENTLY SCHEDULED
WHICH ALLOW BOTH STUDENTS AND FACULTY
THE OPPORTUNITY TO VISIT WITH SOME OF
THE MORE SUCCESSFUL BUSINESS EXECUTIVES.

(MS, WHITE)

CG: DR. GAYLE WHITE
DEAN, SCHOOL OF BUSINESS

(GAYLE WHITE)
IN: "YOU KNOW, OUR STUDENTS..."
OUT: "...TOP BUSINESS EXECUTIVES."

(MS, COMPUTER LAB)

(REPORTER CHARLIE PEARCE)
IN ACCOUNTING ALONE, SAU STUDENTS HAVE
MORE THAN TRIPLED THE STATE AVERAGE ON
FIRST-TIME PASSAGE OF THE CPA EXAM.

(MS, PBL BANNER)

THE SCHOOL ALSO HAS THE LARGEST
STATEWIDE MEMBERSHIP IN PHI BETA
LAMBDA, THE OFFICIAL COLLEGE BUSINESS
ORGANIZATION.

(MS, PEARCE)

CG: CHARLIE PEARCE
SAU-MAGNOLIA

THE ACCOMPLISHMENTS OF SAU'S SCHOOL OF
BUSINESS HAVE BEEN RECOGNIZED THROUGHOUT
THE COUNTRY. STUDENTS AND FACULTY
MEMBERS AGREE THAT THERE ARE MANY
REASONS WHY THIS PARTICULAR PROGRAM IS
ONE OF THE BEST AMONG LEADING
UNIVERSITIES.

(CU, RANKIN)

CG: DR. DAVID RANKIN
PROFESSOR OF BUSINESS

(DAVID RANKIN)
IN: "I THINK WE'VE CERTAINLY..."
OUT: "...OF A SUCCESSFUL PROGRAM."

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BUSINESS SCHOOL
REPORTER: CHARLIE PEARCE
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VIDEO

(MS, RANKIN AT PODIUM)

(CU, NEW BUILDING)

(MS, BULLETIN BOARD/ZOOM IN)

(MS, PEACE HALL SIGN)

AUDIO

(REPORTER CHARLIE PEARCE)
IN A RECENT BUSINESS TOUR OF RUSSIA, DR.
RANKIN OBSERVED THAT AMERICAN COLLEGES
NEED A PROGRAM FOR SOVIET STUDENTS, AND
THE POSSIBILITY NOW EXISTS THAT SAU WILL
BECOME A PART OF A TEACHER-STUDENT
EXCHANGE PROGRAM.

A NEW FACILITY, THE BUSINESS-AGRI
BUILDING, IS EXPECTED TO BE COMPLETED BY
THE FALL OF 1993.

THESE POSSIBLE ADDITIONS WILL NO DOUBT
STRENGTHEN THE PROGRAM AND HELP STUDENTS
PREPARE FOR A CHALLENGING JOB MARKET.

(NATURAL SOUND UNDER)
THIS IS CHARLIE PEARCE REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

NEWS ANCHOR: THESE REPORTS ARE PRODUCED
EACH WEEK BY THE ADVANCED ELECTRONIC
NEWS GATHERING STUDENTS AT SOUTHERN
ARKANSAS UNIVERSITY IN MAGNOLIA.

NON-TRADITIONAL STUDENTS
REPORTER: GARY BROWN
TIME: 1:35

VIDEO

AUDIO

(MS, NON-TRADS)

(NATURAL SOUND UNDER)
(REPORTER GARY BROWN)
SOUTHERN ARKANSAS UNIVERSITY IS BECOMING
AN INSTITUTION OF CHOICE FOR MORE
NON-TRADITIONAL STUDENTS EACH SEMESTER.

(MS, STUDENTS WITH NON-TRAD)

(NATURAL SOUND UNDER)
AS A RESULT, A CAMPUS ORGANIZATION HAS
BEEN FORMED DEALING WITH THEIR MUTUAL
NEEDS AND CONCERNS.

(WS, NON-TRAD MEETING)

THE NON-TRADS, AS THEY ARE CALLED, MEET
ONCE A MONTH TO INSURE THEY HAVE A VOICE
IN CAMPUS MATTERS.

(MCU, WARREN)
CG: SHARON WARREN
NON-TRAD FOUNDER

(SHARON WARREN)
IN: "BECAUSE NON-TRADS..."
OUT: "...NON-TRADITIONAL STUDENT."

(MS, NON-TRADS STUDYING)

(REPORTER GARY BROWN)
NON-TRADITIONAL STUDENTS BRING A WIDE
VARIETY OF BACKGROUNDS INTO THE
ORGANIZATION.

(MCU, TRUDELL)

PRESIDENT SONIA TRUDELL IS A COSTUME
DESIGNER FOR SAU PLAYS AND MUSICALS.

(MCU, WALDEN)

VICE PRESIDENT BUTCH WALDEN IS A
PHYSICAL EDUCATION MAJOR.

(MS, McDONALD)

ANYTA McDONALD IS A BROADCASTING MAJOR
WHO WORKS PART-TIME AS AN SAU SECRETARY.

(MS, WIGGINS HANDING OUT MAIL)

ART MAJOR TREVA WIGGINS WORKS IN THE SAU
POST OFFICE TO SUPPLEMENT HER INCOME.

(CU, WIGGINS)
CG: TREVA WIGGINS
NON-TRADITIONAL STUDENT

(TREVA WIGGINS)
IN: "WE DO APPRECIATE..."
OUT: "...IMPORTANCE OF IT."

(WS, BROWN WITH NON-TRADS)
CG: GARY BROWN
SOUTHERN ARKANSAS UNIVERSITY

(REPORTER GARY BROWN)
THE ORGANIZATION IS OPEN TO ALL OF SAU'S
NON-TRADITIONAL STUDENTS, AND SERVES AS
A SUPPORT GROUP AND A VOICE ON CAMPUS.

VIDEO

(MS, CORTEZ)

(MS, CORTEZ ADVISING McDONALD)

(MS, WIGGINS/PAN RIGHT)

(MS, STUDENTS)

AUDIO

ADVISING THE NON-TRADITIONAL ORGANIZATION IS THEATRE AND COMMUNICATION DEPARTMENT CHAIRMAN, DR. JERRY CORTEZ.

A RECENT SAU STUDY SHOWED MORE NON-TRADS WOULD BECOME STUDENTS BY THE TURN OF THE CENTURY.

UNDERSTANDING THEIR UNIQUE CONCERNS AS STUDENTS WILL HELP THE INSTITUTION BY EFFECTIVELY UTILIZING THEIR ABILITIES.

(NATURAL SOUND UNDER)
THIS IS GARY BROWN REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.

POLITICAL AFFAIRS CLUB
REPORTER: BRAD LANE
TIME: 2:04

VIDEO

AUDIO

(WS, FORUM AREA)

(NATURAL SOUND UNDER)
(REPORTER BRAD LANE)

THE POLITICAL AFFAIRS CLUB AT SOUTHERN ARKANSAS UNIVERSITY RECENTLY HELD FORUMS INVOLVING SEVERAL AREA CANDIDATES.

(MS, COUNTY JUDGE)

THESE MEETINGS BROUGHT TOGETHER THOSE RUNNING IN LOCAL, STATE AND NATIONAL RACES.

(MS, CLERK CANDIDATE)

LOCAL CANDIDATES RUNNING FOR COUNTY JUDGE AND COUNTY CLERK WERE FEATURED AT ONE FORUM, ALONG WITH TWO OTHERS SEEKING A STATE SENATE SEAT.

(MS, MALONE AND ROSS)

THIS STATE RACE INCLUDED INCUMBENT MIKE ROSS AND CHALLENGER PERCY MALONE, BOTH OF WHOM WAGED BITTER CAMPAIGNS.

(MCU, ROSS)

CG: MIKE ROSS
DISTRICT 3 SENATOR

(MIKE ROSS)
IN: "MR. MALONE MAY"
OUT: ". . . .PEOPLE THAT YEAR."

(WS, WATT/ZOOM IN)

(REPORTER BRAD LANE)
THE CAMPUS CLUB RESPONSIBLE FOR THESE POLITICAL FORUMS WAS REINSTATED ON THE MAGNOLIA CAMPUS LAST YEAR BY DR. DONALD WATT, WHO NOW SERVES AS THE FACULTY ADVISOR.

(WS, STUDENTS)

HE SAYS THAT THE FORUMS HELP STUDENTS STAY INFORMED ON CURRENT ISSUES IN POLITICS.

(CU, WATT)

CG: DR. DONALD WATT
POLITICAL SCIENCE PROFESSOR

(DONALD WATT)
IN: "IT HAS BEEN"
OUT: ". . . .THE UNITED STATES."

(MS, CANDIDATES/PAN RIGHT)

(REPORTER BRAD LANE)
THE SECOND FORUM CONSISTED OF CANDIDATES VYING FOR THE U.S. 4TH CONGRESSIONAL DISTRICT SEAT.

(MS, MCCUEN)

BILL MCCUEN EDGED OUT PAT PAPPAS IN THE PRIMARY ELECTION HELD MAY 26TH, THEN IN A RUNOFF DEFEATED INCUMBENT BERYL ANTHONY, WHO DID NOT ATTEND THE FORUMS.

(MS, LANE)

CG: BRAD LANE
SOUTHERN ARKANSAS UNIVERSITY

IN: "TWO POLITICAL FORUMS"
OUT: ". . . .THE GENERAL ELECTION."

POLITICAL AFFAIRS CLUB
REPORTER: BRAD LANE
PAGE 2

VIDEO

(CU, CLARK)
CG: JIM CLARK
POLITICAL AFFAIRS CLUB

(WS, CANDIDATES)

AUDIO

(JIM CLARK)
IN: "I WOULD LIKE..."
OUT:A NEW FORUM."

(NATURAL SOUND UNDER)
(REPORTER BRAD LANE)
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NEWS GATHERING STUDENTS AT SOUTHERN
ARKANSAS UNIVERSITY.

AG STUDENTS/CATTLE RANCHING
REPORTER: ROBIN STEPHENS
1:36

VIDEO

AUDIO

(WS, CATTLE)

(NATURAL SOUND UNDER)
(REPORTER ROBIN STEPHENS)
SOUTHERN ARKANSAS UNIVERSITY AGRICULTURE
STUDENTS ARE LEARNING THE LATEST IN
CATTLE RANCHING TECHNIQUES.

(MS, CATTLE)

THE SAU FARM SPORTS VARIOUS BREEDS OF
DAIRY AND BEEF CATTLE.

(MS, HOLSTEINS AND JERSEYS)

PRESENTLY, SAU HAS TWO BREEDS OF DAIRY
CATTLE, HOLSTEIN AND JERSEY. IT WILL
ACQUIRE SOME GUERNSEYS BY LATE JULY.

(WS, MILK TRUCK)

THE PROFIT FROM THESE COWS COMES FROM
THE SALE OF MILK.

(CU, COW BEING MILKED)

(NATURAL SOUND UNDER)
THE COWS ARE MILKED TWICE A DAY, 12
HOURS APART.

(MCU, FULLENWIDER)
CG: BILL FULLENWIDER
SAU FARM STAFF

(BILL FULLENWIDER)
IN: "THE MILK TRUCK..."

(MS, CHECKING MILK LEVEL)

OUT: "...EVERY OTHER DAY."

(WS, BEEF CATTLE)

(REPORTER ROBIN STEPHENS)
THE BREEDS OF BEEF CATTLE RAISED AT SAU
ARE REGISTERED POLLED HEREFORDS,
REGISTERED LIMOUSINS, AND BRAHMA-
HEREFORD CROSS-BREEDS.

(MS, BEEF CATTLE)

THE PROFITS FROM THE BEEF CATTLE COME
FROM THE SALE OF MEAT OR THE ANIMALS
THEMSELVES.

(WS, NORRIS)
CG: DR. RICHARD NORRIS
AGRICULTURE PROFESSOR

(RICHARD NORRIS)
IN: "WE'LL SELL SOME..."
OUT: "...TWO YEARS OLD."

(WS, BEEF CATTLE)

(REPORTER ROBIN STEPHENS)
AGRICULTURE STUDENTS ARE INVOLVED IN
RESEARCH WITH IN-VITRO FERTILIZATION OF
BEEF CATTLE.

VIDEO

(MS, BEEF CALVES)

(MCU, STEPHENS)

CG: ROBIN STEPHENS
SOUTHERN ARKANSAS UNIVERSITY

(CU, MILK BULB)

(CU, STUDENT ATTACHING MILKER)

(MS, DAIRY CATTLE)

AUDIO

THERE HAVE BEEN SEVERAL SUCCESSFUL
PREGNANCIES.

IN: "THE SAU FARM..."

OUT: "...MILKING THE DAIRY COWS."

AS THE CATTLE INDUSTRY EXPANDS, SAU IS
KEEPING PACE.

THESE CATTLE-RANCHING TECHNIQUES WILL
ALLOW SAU STUDENTS TO UTILIZE THEIR
AGRIBUSINESS SKILLS.

(NATURAL SOUND UNDER)

THIS IS ROBIN STEPHENS REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

ANCHOR: THIS REPORT WAS PRODUCED BY THE
ADVANCED ELECTRONIC NEWS GATHERING
STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY
IN MAGNOLIA.



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